# ASTRA 2015 EXHIBITOR FAQ

**EXHIBITOR FAQ**
What is an Exhibitor Services Manual?
How do I get an Exhibitor Service Manual?
What should I bring with me to the show?

**ORDER PLACEMENT AND PAYMENT FAQ**
How do I order equipment or services for a show?
How can I pay with a check and still receive the advance discount?
How can I obtain an invoice to process a check?
What are my options for payment?
When will I receive a receipt for charges to my credit card?

**FURNISHINGS FAQ**
When can I set up my booth space?
What furnishings are provided with my booth space?
Can I substitute an item that is included in my booth package?
Can I change the color of the skirt for the table included in my booth package?
Are prices of booth furnishings a daily rate?
Does carpet come with my booth space?
What size carpet should I order for my booth?
Can I bring my own carpet?
Is carpet padding available for my booth?
Will my booth be cleaned?
Can I hang a banner/sign in my booth?
What is Visqueen?
What is Summit Exposition's cancellation policy for refunds on furnishings & accessories?

**MATERIAL HANDLING / SHIPPING FAQ**
What is material handling?
Is there a charge for material handling?
What is CWT?
What is Special Handling?
Does material handling include the cost for me to ship my material?
Can I carry my own materials in without using the material handling service?
Do I need to order a forklift?
What are the advantages of shipping my material to the advance warehouse?
How should I label my materials for shipping to the show?
Can I ship to show site, and when can it arrive?
What happens to my empty shipping containers during the show?
Am I required to use the Preferred Carrier to ship my freight or materials?
How do I prepare for outbound shipping at the close of the show?
Can I use UPS, FedEx, or DHL to pick up my shipment at the close of the show?
When must my outbound freight be out of the hall?
What happens if my outbound freight carrier doesn't show up?
Will there be an organization to donate product at the end of the show?

**LABOR FAQ**
Do I need to order labor to set up my booth?
Are there any restrictions as to how my booth can be set?
What is an EAC?
Do I need to be present if I order labor from Summit Exposition?

**GRAPHICS FAQ**
Does a sign come with my booth?
Can I add more information to my ID sign?
Can I order additional signage or graphics for my booth?

**UTILITIES AND ADDITIONAL SERVICES FAQ**
How do I order Electricity?
How Do I order Telephone/Internet?
How do I order Audio Visual?
Where can I get Plants and Flowers for my booth?
Can I keep the plants after the show?

**MISC FAQ**
Can I move-out early?
What security is provided for the items in my booth?
Do I need to insure my items?
What if my question is not listed here?

**REGISTRATIONS FAQ**
How do I register exhibit booth personnel?
How many complimentary full conference registrations do I receive?
Can I register additional full conference booth personnel above my allotted complimentary amount?
Can I register exhibit booth personnel onsite?
What does a full conference registration include?
What does a trade show floor only registration include?
New! Lunch Voucher Program
How do I cancel a registration?

**PROGRAM BOOK FAQ**
What is a show special?
What is a company description?
What are the requirements?
How do I submit my company description?
What advertising opportunities are available for Marketplace & Academy?

**MARKETING FAQ**
What marketing opportunities are included in my booth package?
Are there additional opportunities available to increase brand awareness?

**HOTEL & TRAVEL FAQ**
How do I make my hotel reservation at the headquarter hotel?
What's the best airport to fly into?
Does the convention center have parking?
Does the hotel have parking?
How far is the hotel from the convention center?

## EXHIBITOR FAQ

### What is an Exhibitor Services Manual?

The Exhibitor Services Manual contains event specific information you may need to know such as show hours, exhibitor move-in and move-out times, furnishings included in your booth, show colors, as well as rules and regulations of the facility. Also included are the many services that are offered, such as furniture and accessories, carpet, signage, installation and dismantle labor, material and handling and utilities.

### How do I get an Exhibitor Service Manual?

The Exhibitor Services Manual can be downloaded can be accessed from the Summit Exposition online ordering website at summitexpo.com/orders Each exhibitor will be sent an e-mail to the primary contact's e-mail address on file with ASTRA that contains a link to the site along with a unique username and temporary password. Please take the time to thoroughly read the information provided as it contains important dates and hours pertaining to your event. Please contact Summit Exposition at info@summitexpo.com or (412) 882-1420 with any questions.

### What should I bring with me to the show?

For your reference, we suggest bringing copies of all documentation, including copies of items and services ordered. Also include information on your items shipped, number of pieces, tracking numbers, which carrier it was shipped on. Lastly, remember to bring information regarding your outbound shipping information, which carrier is picking up and where it is being shipped.

## ORDER PLACEMENT AND PAYMENT FAQ

### How do I order equipment or services for a show?

Services can be ordered from the Summit Exposition online ordering website summitexpo.com/orders. Exhibitors must enter the user name and temporary password sent to the primary contact's e-mail address on file with ASTRA. Upon logging you will be required to create your own password. You can then place your orders for the show using the online shopping cart. If you have forgotten your password click on the "Forgot Password" on the log in page and a new temporary password will be sent via email.

In addition, the entire Exhibitor Services Manual E-KIT can be downloaded in PDF format from that same site. The forms from the kit can be submitted via email, fax or mailed directly to our office if that is preferred instead of using the online ordering system. Be sure to save a copy for your records. An order confirmation will be sent within two business days to the e-mail address provided on the Payment Authorization form.

### How can I pay with a check and still receive the advance discount?

Summit Exposition will honor the advance discount price for those wishing to pay with cash or check as long as all orders are received prior to the deadline date and a valid credit card as a deposit. If ordering online select "Check" as the method of payment and still enter the credit card information. The credit card will not be processed as long as payment is received prior to the opening of the show.

### How can I obtain an invoice to process a check?

If your company requires an invoice or purchase order to process a check the online ordering system will generate an invoice when the order in placed. If you click on "My Orders" in the top right hand side, a list of your orders along with your current invoice will be displayed.

If you do not want to order online, please complete and return your paper forms as soon as possible, noting on the Recap of Expenses page that you will need an invoice for check processing. Summit Exposition will create an invoice for you immediately and it will be sent to the e-mail address on the form.

Please note that all exhibitors must have a valid credit card on file prior to the move-in to receive their orders at the show. Exhibitors who prefer to pay by check may do so by supplying a valid credit card as a deposit. The card will not be charged as long as full payment is received prior to the opening of the show.

### What are my options for payment?
Summit Exposition accepts the following:

Credit Card - Visa, MasterCard, Discover and American Express.

Check - Company and Cashier's checks are accepted. Checks must be in U.S. funds drawn on a U.S. bank and payable to Summit Exposition LLC. Personal checks are not accepted. Please be sure to include the show name and your booth number on the check.

Wire Transfer - Domestic and International transfers are accepted for an additional transfer fee. Please contact Summit Exposition at (412) 882-1420 for more details.

Cash - Cash can be accepted only at show site. Please DO NOT mail cash payments.

### When will I receive a receipt for charges to my credit card?
Credit Cards will be processed at the start of the show. A statement will be generated and emailed to the email address provided with the order. Receipts shall be sent out no later than 15 days from the close of the event.

## FURNISHINGS FAQ

### When can I set up my booth space?
Exhibitor set-up is scheduled on Saturday, June 6 from Noon – 5:00 pm and Sunday, June 7 from 8:00 am – 5:00 pm. All exhibits must be set up by 5:00 pm on Sunday, June 7.

Exhibitors can access the hall on Monday, June 8 at 7:00 am for any last minute work in the booth; however all displays and product must be in the booth space and all empty containers marked for storage by 5:00 pm on Sunday, June 7 in order for the aisle carpet to be installed and to prepare the hall for opening.

### What furnishings are provided with my booth space?
Each 10' x 10' booth space will be set with the following:
8' high backwall drape in blue/gray/blue
3' high side divider drape in blue
6' long x 30" high x 24" wide blue skirted table
2 chairs
1 wastebasket
7" x 44" black & white ID sign
*(Exhibitors who have multiple spaces will receive one furniture package in each 10'x10' space)*

Each 5' x 10' booth will be set with the following:
8' high backwall drape in blue/gray/blue
3' high side divider drape in blue
4' long x 30" high x 24" wide blue skirted table
1 chair
1 wastebasket
7" x 44" black & white ID sign

### Can I substitute an item that is included in my booth package?
Unfortunately, Summit Exposition is unable to substitute items included in your booth package. Items included in a booth package have been contracted and paid for by show management or an association, and offer no trade-in value. If you do not want any of the items included with the package, please notify Summit Exposition either prior to the show or on site and we will have it removed from the booth.

### Can I change the color of the skirt for the table included in my booth package?
The booth package tables come standard with a white vinyl top and blue colored skirting on three sides. Summit Exposition can change out the table skirt color on the booth package table. There is fee to do this. You can request this change on the Draped Table section under Booth Furnishings of the online ordering system. Also the Furniture & Accessories page of the exhibitor service manual on the left hand side where the tables are listed there is an option to change out the skirt color.

**Are prices of booth furnishings a daily rate?**
No, prices for items ordered from Summit Exposition such as tables, chairs, carpet, etc. are for the duration of the show. The exceptions would be any labor service and services provided by an outside contractor. Please note that services such as Electrical, Internet, Telephone, and Audio Visual are provided by an independent contractor or the event facility. Please be sure to read each independent contractor's form to be aware of rates and service charges.

**Does carpet come with my booth space?**
The booth spaces DO NOT come with carpeting included. Only the aisles will be carpeted in gray. Exhibitors are **required** to have floor covering for the entire booth space. All of the convention center floor in the booths must be covered by either carpeting or approved flooring.

**What size carpet should I order for my booth?**
Traditionally, most exhibit booth spaces are sold as either 8' deep x 10' wide, or 10' deep x 10' wide units. Standard booth carpet is 9' deep in order to accommodate both booth sizes, and can be ordered in 10' increments (9' x 10', 9' x 20', etc.) Please keep in mind on a 10' deep booth, there will be a small gap of uncarpeted area in the back of your booth. In most cases, your booth furnishings or exhibit will cover or block this and is usually unnoticeable. If you are concerned about covering the entire area of your booth, we offer custom cut and deluxe carpeting to fit to your desired size.

Exhibitors with island booths should keep in mind that standard booth carpet will not cover the entire area of the booth. For example, if your booth is 20' x 20', and you order two 9' x 20' carpet runs, this will leave a gap on both sides of your booth and may not meet up with the aisle carpet. In addition, most standard carpet dye lots vary, and the color of the two carpets may not match exactly. To ensure your island is completely covered and the colors match, please choose from our custom cut or deluxe selections.

Exhibitors who have the ASTRA half booths can this year order 5'x10' carpets in a limited selection of colors. If a different color of carpet is desired for a 5'x10' booth it can be ordered from the custom cut or deluxe selections.

**Can I bring my own carpet?**
Yes, exhibitors may provide their own carpeting for their booth space. Please refer to the ASTRA Exhibit Rules and Regulations regarding floor coverings. Exhibitors who are providing their own floor covering MUST notify Summit Exposition in writing prior to the May 15 deadline. They can do by selecting the "Exhibitor Provided Carpet" under the carpet section of the online system or by submitting the carpet form from the exhibitor service manual along with their company name and booth number.

**Is carpet padding available for my booth?**
Yes, deluxe foam padding can be provided under your carpet for an additional charge. Padding can be ordered on the Carpet Order Section or Form.

**Will my booth be cleaned?**
General vacuuming of the aisle space in front of your booth is provided. Booth carpet ordered from Summit Exposition will be installed clean. However, once set up begins any cleaning services must be requested. Only those exhibitors who order cleaning will have their booths vacuumed prior to the opening of the show. Please refer to the Cleaning and Porter Services section in the Exhibitor Service Manual for rates and services offered.

**Can I hang a banner/ sign in my booth?**
You may display a sign or banner along the back wall of your booth. Nothing may be affixed to the drape itself as it will damage the material, including the use of pins or tape. Any damage to the equipment is the responsibility of the exhibitor. The sign or banner may not extend higher than the 8' high back drape. "S" shaped hooks will be available at the Exhibitor Service Center to aid in hanging banners from the metal poles in your booth. Summit Exposition also provides graphic printing services for all your signage needs.

**What is Visqueen?**
Visqueen is a plastic covering placed over your carpet to protect it from dirt and markings during set up. Visqueen can be ordered on the Carpet page of the Exhibitor Services.

**What is Summit Exposition's cancellation policy for refunds on furnishings & accessories?**
Items cancelled 15 days prior the show move-in date and after will be charged at 50% of original price. Items cancelled after move-in begins will be charged at 100% of original price.
Any special orders (specialty furniture, deluxe carpet, and custom rental units) are non-refundable once the order has been placed.

It is the responsibility of the Exhibitor to advise the Summit Exposition Service Center of any problems with any orders and delivered items and to check their order for accuracy prior to the close of the event. **No credits will be issued after the exhibition closing.**

## MATERIAL HANDLING / SHIPPING FAQ

**What is material handling?**
Material handling, also referred to as freight handling or drayage, is the movement of your materials or freight to your booth, and back to your outbound carrier at the close of the show. Material handling includes the unloading of your materials or freight from your vehicle or carrier, advance storage of your freight at our warehouse for up to 30 days prior to the show move-in, handling and storage of your empty containers during the show, and removal of your materials or freight from your booth for loading onto your outbound carrier.

**Is there a charge for material handling?**
Yes, material handling charges are determined by the weight of your materials. The weight is rounded up to the next hundred pounds (cwt.) and charged accordingly to the rates listed in the Exhibitor Service Manual. Please note that material handling does not include the cost of shipping your materials to and from the advance warehouse or event venue.

**What is CWT?**
A CWT (or hundred weight) is a unit of measurement equaling 100 pounds. Material handling charges are determined by the number of cwt's per shipment. For example, 800 pounds would be 8cwt's. Please note, all shipments are rounded to the next hundred pounds, if your shipment is 345 pounds, it would be considered 400 pounds or 4cwt's.

**What is Special Handling?**
Special handling charges apply to materials delivered by your carrier that require additional handling such as ground unloading, stacked and constricted space unloading, designated piece unloading, loads mixed with pad-wrapped materials, loads that are damaged or fail to maintain shipping integrity, and shipments that require additional time, labor or equipment to unload. If you have any questions as to whether your shipment falls under this category, please feel free to contact us.

**Does material handling include the cost for me to ship my material?**
No, material handling is the cost associated with getting your materials to your booth either from our advance warehouse or show site dock. This should not be confused with the cost to ship your materials from your company to the warehouse or event facility. Please make sure all shipments through your carrier are pre-paid, collect shipments will not be accepted.

**Can I carry my own materials in without using the material handling service?**
Yes, exhibitors who are transporting their materials in a Personally Owned Vehicle may bring in their own materials on Saturday, June 6 from Noon – 5:00 pm and Sunday, June 7 from 9:00 am – 3:00 pm through the loading area only. Only hand carried materials can be brought through the front door and lobby of the convention center. Exhibitors also may utilize our Cart service to unload their materials and deliver them to the booth space for them. Please refer to the POV instructions in the exhibitor service information under the Shipping Information tab. Note that exhibitors who do not utilize the materials handling service will be responsible for storing their own empty containers, as this is considered part of material handling.

**Do I need to order a forklift?**
Material handling charges include any forklift use necessary to move your freight to your booth space. However, it may be necessary to order forklift labor for additional work such as repositioning of materials or displays in your booth after the original placement, moving or uncrating heavy displays and machinery, or placing exhibit headers or top sections.

### What are the advantages of shipping my material to the advance warehouse?

Summit Exposition strongly suggests that exhibitors ship to the advance warehouse. This method offers the following advantages:

- Lower material handling rates than shipping to show site.
- Flexible delivery dates and times, as your items can arrive at our warehouse up to 30 days prior to the move-in at the same rate.
- Eliminate additional delivery charges such as weekend overtime delivery or driver wait time.
- Confirm your shipment to be certain all materials have arrived.
- Your freight will be placed in your booth prior to the exhibitor move-in time so you can begin set up as soon as you arrive.

### How should I label my materials for shipping to the show?

For your convenience, pre-addressed labels are included in the Exhibitor Service Manual. Please be sure to choose the correct labels depending on the destination you are sending your materials to, either the advance warehouse, or directly to show site. Be sure to fill in your company name, booth number and piece count on the labels.
If you do not use the pre-printed warehouse labels provided, please be sure to include the following information on your address labels:

ASTRA 2015
Exhibiting Company Name & Booth Number
C/O YRC/Summit Exposition
11010 Reams Road
Charlotte, NC 28269
Piece #_____ of #_____

Summit Exposition will accept materials for 30 days prior to the show set-up. All materials should be shipped to arrive at the advance warehouse no later than **Tuesday, June 2** to avoid any late charges to the standard material handling rates. Shipments will be accepted at the warehouse until **Friday, June 5,** with an additional late fee.

### Can I ship directly to show site, and when can it arrive?

Shipments sent directly to Charlotte Convention Center must arrive starting on Saturday, June 6. Shipments arriving to show site before the appointed move-in time and date will be refused by the event venue, so please plan accordingly. Please note that materials shipped directly to the Charlotte Convention Center are subject to the show site material handling rates, which are higher than the advance to warehouse rates. **Many times unforeseen delays happen in shipping so it is highly recommended that exhibitors do not wait to ship to the Convention Center and risk not having all their materials in time.**

If shipping directly to the center is chosen please use the following address:

ASTRA 2015
Exhibiting Company Name & Booth Number
C/O Summit Exposition
Charlotte Convention Center
Hall B-C
501 S. College Street
Charlotte, NC 28202
Piece #_____ of #_____

### What happens to my empty shipping containers during the show?

Empty Labels can be obtained at the Summit Exposition Exhibitor Service Desk in the exhibit hall. Be sure to print your company name and booth number on the label before placing on your containers. Make sure to remove all necessary items, as containers will not be accessible during the show. The empty containers will be stored and then returned at the close of the show, after the aisle carpet has been removed to allow forklifts onto the floor. This process goes quickly, but will take a couple of hours to complete. Please note that storage of empty containers is included in the Material Handling charge. Exhibitors that did not utilize the Material Handling services may arrange to have their empty containers stored for an additional charge.

**Am I required to use the YRC Freight, the Preferred Carrier, to ship my freight or materials?**
No, exhibitors are free to ship their materials both inbound and outbound using any carrier they choose. For your convenience, Summit Exposition will have representatives from YRC on show site to assist with your shipping needs if you wish. You can also obtain rate quotes and set up shipping with YRC at their exhibit hotline 24/7 at 800-531-3976 yrc.com/services/exhibit-trade-shows/ or at exhibit.services@yrcw.com

**How do I prepare for outbound shipping at the close of the show?**
Exhibitor dismantle is on Tuesday, June 9 from 6:00 pm – 10:00 pm. At that time all the stored empty containers will be returned to the booths. This process will take 2-3 hours, so please plan accordingly.

- Choose a carrier for your return shipping – you may choose any carrier you wish. YRC Freight is the onsite preferred carrier and will have a representative onsite to assist with all your shipping needs.
- If NOT using YRC, call your designated carrier and arrange a pick-up at the show-site to be checked in by **12:00 pm, Wednesday, June 10**
- **Freight must be picked up during either of the following times:**
  **Tuesday, June 9 6:00 pm – 10:00 pm**
  **Wednesday, June 10 8:00 am – 12:00 pm**
- Pick-up a bill of lading/material handling agreement at the Summit Exposition Service Center
- When the empty containers are returned to your booth, pack up and be sure to label each piece individually
- Once your items are all packed up and ready to go, turn your filled out bill of lading back into the Summit Exposition Service Center. You may leave your properly labeled items in your booth space as booth contents will be loaded from there.
- Note that some carriers (i.e. Fed Ex, UPS etc.) require specialized bar coded labels in order for their drivers to accept materials. It is the responsibility of the exhibitor to have the appropriate forms for their designated carriers.
- All paperwork must be turned into the Exhibitor Service Center by **10:00 pm** on **Tuesday, June 9.**
- In the event that your carrier does not check-in prior to the **12:00 pm** deadline, **your freight will be reconsigned to our house carrier**, YRC Freight, because we must clear items of the hall. Your items will be shipped back to the address indicated COD, usually at a higher rate than your original shipper.

If the Outbound Address Label Request from the Exhibitor Service Manual or online order system was completed prior to the show, address labels will also be delivered to your booth in the morning of the move-out.
If using a freight carrier different from the designated preferred carrier, YRC Freight, it is the responsibility of the exhibitor to contact your carrier with the pickup information.

Carriers other than YRC Freight may pick-up your materials at the following times and address:

Charlotte Convention Center
Hall B-C
501 S. College Street
Charlotte, NC 28202

Tuesday, June 9 from 6:00 pm – 10:00 pm
Wednesday, June 10 from 8:00 am – 12:00 pm
All carriers must be checked in prior to 12:00 pm on June 10 or items will be rerouted onto YRC Freight.
Be sure that your carrier arrives with detailed documentation including company name, booth number and shipment destination.

Please note: Exhibitors will NOT be allowed in the hall on Wednesday, June 10. Only commercial freight carriers will be received on the dock for loading.

**Can I use UPS, FedEx, or DHL to pick up my shipment at the close of the show?**
Yes, exhibitors may use any carrier of their choice to ship their outbound freight. If using a carrier other than the preferred carrier, YRC, it is the responsibility of the exhibitor to contact the carrier to arrange for a pick-up, as well as provide the carrier's specific labels. A Bill of Lading must still be completed and turned into the Summit Exposition Exhibitor Service Desk. Please keep in mind that carriers such as UPS, FedEx or DHL will not accept materials that do not that their specific bar code labels. It is recommend that exhibitors wishing to utilize one of these carriers bring these labels with them or create pre-printed return labels on-line prior to the show.

**When must my outbound freight be out of the hall?**
Due to contractual agreements with show management and the event facility, exhibitors must arrange for outbound shipments to be picked up during the date and times listed in the Exhibitor Service Information. Summit Exposition in required to have all equipment and materials removed from the facility by a certain time. Unfortunately no outbound freight can be left in the exhibit hall, on the loading dock or on the facility property for pick-up at a later date. All freight must be picked up by the exhibitors designated carrier prior to 12:00 pm on Wednesday, June 10 or the items will be rerouted onto YRC Freight, the on-site carrier.

**What happens if my outbound freight carrier doesn't show up?**
In the event your chosen carrier fails to pick-up during the designated dates and times of move-out, outbound freight will be re-consigned to the designated preferred carrier for the event, YRC Freight. Please be sure to contact your carrier and confirm a pick-up prior to turning in your Bill of Lading. When filling out your Bill of Lading, please provide a contact number for your chosen carrier.

**Will there be an organization to donate product at the end of the show?**
As in past years, ASTRA will be teaming up with a charitable organization to receive all donated product at the end of the show. Members of that organization will be on site to with stickers to mark the items to be donated along with forms for tax purposes. Donated items can then be left in the booth or brought over to the donation center located in the exhibit hall.

## LABOR FAQ

**Do I need to order labor to set up my booth?**
Exhibitors may set up their own booth without the use of labor provided that:
- All work is performed by full time employees of the exhibiting company and have exhibitor badges
- No power tools are used
Please note, these regulations apply only to the set up and dismantle of your booth display, such as custom booths, pop-up booths, hard wall, truss, etc. Exhibitors are not required to hire labor, nor are they limited by time, other than the allotted move-in time, for product placement and merchandising,

**Are there any restrictions as to how my booth can be set?**
Yes, please refer to ASTRA's Rules and Regulations and Display Rules in the exhibitor contract and the Exhibitor Service Manual.

**What is an EAC?**
Exhibitors are allowed to hire Installation & Dismantle (I&D) companies, other than Summit Exposition, the official contractor, to set up and tear down their booths. These I&D companies are referred to as an Exhibitor Appointed Contractor (EAC) or a Non-Official Contractor. All companies utilizing and EAC are required to contact Summit Exposition for the appropriate form, and the EAC must submit a Certificate of Insurance by the required deadline date. All EAC's are required to follow local union jurisdictions.

**Do I need to be present if I order labor from Summit Exposition?**
Exhibitors may choose from two options when hiring labor from Summit Exposition:
- Summit Exposition Supervised: For a supervision fee, Summit Expo will install and dismantle your booth in your absence. Please be sure to include any specific instructions or details with your Labor Order.

- Exhibitor Supervised: An employee of the exhibiting company is responsible for supervising all work performed. The exhibitor must check in at the Summit Exposition Exhibitor Service Desk to pick-up their scheduled labor, and return to the Service Desk at the completion of work to sign out their labor.

## GRAPHICS FAQ

**Does a sign come with my booth?**
Each booth will receive a 7" x 44" ID sign containing the company name and booth number, printed in black on a white card stock. ID Signs are generated from a list provided by the ASTRA. If you would like your company name to read differently than how it was listed on the booth contract from, please contact ASTRA.

### Can I add more information to my ID sign?
Basic ID signs are a part of the booth package to contact only the company name and booth number. Summit Exposition can modify ID signs to include color, logos, etc., for a nominal charge.

### Can I order additional signage or graphics for my booth?
Yes, Summit Exposition can design and produce specialty graphics, banners, and more. Please contact us at (412) 822-1420 or graphics@summitexpo.com to discuss your graphic needs.

## UTILITIES AND ADDITIONAL SERVICES FAQ

### How do I order Electricity?
Electrical Service at the Charlotte Convention Center is provided exclusively by Smart City Networks. Order forms can be found in the Exhibitor Service Manual under the Utilities section and should be submitted directly to Smart City not to Summit Exposition, or ordered on line at https://orders.smartcitynetworks.com/placeorder.aspx?oid=331813&center=002
Any electrical questions can be directed to Smart City at (704) 339-6700 or csr@smartcity.com.

### How do I order Telephone/Internet?
Telecommunication Service at the Charlotte Convention Center is provided exclusively by Smart City Networks. Order forms can be found in the Exhibitor Service Manual under the Utilities section and should be submitted directly to Smart City not to Summit Exposition, or ordered on line at https://orders.smartcitynetworks.com/placeorder.aspx?oid=331813&center=002
Any telecommunications questions can be directed to Smart City at (704) 339-6700 or csr@smartcity.com.

### How do I order Audio Visual?
Audio Visual Services are being provided by PSAV. Order forms can be found in the Exhibitor Service Manual under the Utilities section and should be submitted directly to PSAV, not to Summit Exposition. Any Audio Visual questions should be directed to PSAV at 704-339-6183 or Jpayne@psav.com.

### Where can I get Plants and Flowers for my booth?
Plant and Floral Services are provided by Summit Exposition. Order forms can be found in the Exhibitor Service Manual and should be submitted directly to Summit Exposition.

### Can I keep the plants after the show?
Floral arrangements are a purchased item and are yours to keep. All other plants and trees are a rental item and will be collected at the end of the show.

## MISC FAQ

### Can I move-out early?
Early breakdown is **strictly prohibited** and may result in fines or affect future participation in ASTRA events, so plan accordingly. Exhibitors may begin packing up their booth and preparing their shipment after the hall closes at 6:00pm on Tuesday, June 9.

### What security is provided for the items in my booth?
ASTRA will provide 24 hour security for the exhibit area, and perimeter of the event (entrances, exits, hallways, etc.) If you are unsure of the security provided, contact ASTRA to find out what has been arranged.
Even with security, we suggest taking the following preventive measures to minimize loss to your exhibition materials:

- Do not leave your briefcase, purse, suit jacket or toolbox in your booth unattended
- Do not leave laptops or other valuable business tools in your booth, remove them from your booth at the end of the day or lock them up
- Try not to leave your booth unattended during heavy attendance time, or heavy move-in or move-out times
- Never leave unique or one-of-a-kind items unattended in your booth
- If you can't take materials with you at the end of the day, cover them or place them out of sight

If additional security is desired a Booth Security Guard order form is available in the Exhibitor Service Manual.

**Do I need to insure my items?**
It is recommended that all your materials are properly insured while in transit to and from the advance warehouse or event site, and for the duration of the convention. Contact your insurance company to find out what riders can be added to your existing policy.

HUB International, the endorsed insurance broker for ASTRA, is an insurance firm with expertise in the exhibition and event marketplace and can assist with exhibitor insurance needs. For more information, visit www.hub-astra.com or contact Benjamin Thrush at HUB International in New York, NY, at 1-866-820-3113 or benjamin.thrush@hubinternational.com.

**What if my question is not listed here?**
Please contact Summit Exposition about any of our services at (412) 882-1420 or info@summitexpo.com

## REGISTRATIONS FAQ

**How do I register exhibit booth personnel?**
Each exhibitor will be sent a unique registration link and registration code to register exhibit booth personnel. Exhibitor registration information will be emailed to the pre-convention company contact in March*; email exhibit@astratoy.org to retrieve your registration information.*

**How many complimentary full conference registrations do I receive?**
Each 10' x 10' booth receives two (2) complimentary full conference registrations. 10' x 5' booths receive one (1) complimentary full conference registration. If your company has a 10' x 20' booth then you have four (4) complimentary full conference registrations. You can register additional personnel to help set-up your booth on Saturday and/or Sunday and have access to the trade show floor ONLY on Monday and Tuesday at no additional cost. Trade Show Floor Only exhibit personnel must show proof of affiliation at onsite check-in.

**Can I register additional full conference booth personnel above my allotted complimentary amount?**
Yes, you can register additional booth personnel for the full conference at a rate of $199/person.

**Can I register exhibit booth personnel onsite?**
Yes, please proceed to exhibitor registration in C Concourse of the Street Level of the Charlotte Convention Center to register booth personnel onsite. Onsite registrants must show proof of affiliation with the exhibiting company and pay in full with a credit card, if applicable.

**What does a full conference registration include?**
A full conference registration includes access to all of the educational sessions, social events, food functions, networking events, and trade show floor. Your paid registration includes four (4) breakfasts, three (3) lunches and our Opening Reception on Sunday night.

**What does a trade show floor only registration include?**
A trade show floor only registration includes complimentary access to the trade show floor only on Saturday, Sunday, Monday and Tuesday. It also includes a complimentary lunch voucher on Monday and Tuesday to be used at the Food Court inside the exhibit hall. All exhibit booth personnel must be registered to gain access to the trade show floor.

**Lunch Voucher Program**
Every exhibitor will receive two lunch vouchers with their name badge at the Exhibitor Registration Desk. The lunch vouchers are good for use only at the Food Court inside the exhibit hall on Monday and Tuesday between 11:30am and 1:30pm. You will be able to choose from a variety of hot and cold items. Lunch vouchers cannot be redeemed for cash and will not be replaced if lost. Exhibitors are responsible for paying for any additional items not included in the lunch package.

**How do I cancel a registration?**
To cancel your registration, click on your unique registration link, then click "Already Registered?" and log in using your username and password. Once logged in, find the personnel you would like to cancel and select "Cancel Registration" from the "Choose an Action" drop-down and then "Go." If you need to change your registration to someone else, select "Replace with a substitute registrant." You can also add additional registrants from this dashboard by clicking on "Add New Registration".

If you have registered and paid for your exhibit booth personnel, ASTRA staff will follow-up with you to complete the cancellation process and issue refunds. You may also submit cancellation requests in writing to Laura Dann at ldann@astratoy.org. A $75 processing fee will be charged for all cancellations. No refunds will be made on cancellations postmarked after May 1, 2015. All refunds will be issued after the convention.

## PROGRAM BOOK FAQ

### What is a show special?

A show special is a discount on orders to ASTRA retail members attending Marketplace. Your special is a 200 character listing (specials are four lines of 50 characters each) that will be listed on the ASTRA website, marketed to retail members and handed out on-site. Show specials must be received by **March 26, 2015** to be included in the on-site ASTRA Pocket Guide.

A link specific to your company will be sent to you via email in early March to submit your show special electronically. **The due date for submission is March 26th**. To retrieve this link, please contact Laura Dann at ldann@astratoy.org.

### What is a company description?

Your 200 character company/product description gives you the opportunity to extend your brand even further to attendees. Your company description will be included in the ASTRA Pocket Guide in the exhibitor listing section along with your booth number, mailing address and website.

### What are the requirements?

To be included in the Pocket Guide you must submit your description by March 26, 2015.

### How do I submit my company description?

A link specific to your company will be sent to you via email in early March to submit your company description electronically. **The due date for submission is March 26th**. To retrieve this link, please contact Laura Dann at ldann@astratoy.org.

### What advertising opportunities are available for Marketplace & Academy?

Every exhibitor will be sent advertising specs for the Pocket Guide in March. The Pocket Guide is handed to every attendee as they check-in at the registration desk. If you have any questions please contact Amanda Zawad at azawad@astratoy.org.

## MARKETING FAQ

### What marketing opportunities are included in my booth package?

Every exhibitor gets a complimentary listing in the ASTRA Pocket Guide handed out to all attendees onsite. Each listing includes your company name, address, booth number, 200 character company description and 200 character show special. Additionally, a pre-registration mailing list will be sent to all exhibitors one month before the show to be used one-time for promotional marketing purposes.

### Are there additional opportunities available to increase brand awareness?

Yes, ASTRA offers a wide range of high-profile sponsorship opportunities to increase brand awareness, network with retailers, build booth traffic, and support the specialty toy industry. We have also introduced several new and exciting sponsorship opportunities like Statement Banners, Window Clings, Sponsored Lounges, Charging Stations, Prize Giveaway and Exhibit Hall Drink Tickets. Click here to view our sponsorship opportunities.

## HOTEL & TRAVEL FAQ

ASTRA has contracted with several hotel properties in downtown Charlotte and has secured special discounted room rates for ASTRA Marketplace & Academy attendees. The Headquarter Hotel is The Westin Charlotte.

To take advantage of these special low rates, follow the booking instructions below and make your reservations on or before the posted cut-off date. Reservations received after the cut-off date will be confirmed on a space-available basis only and the hotel may charge a higher rate.

**__Please Note__: The negotiated rate is available for a contracted number of rooms. Once that contract is fulfilled, rooms will be subject to availability and the hotel may charge a higher rate. Booking your stay outside of the available dates is based upon availability and the hotel may charge a higher rate.

| Hotel | Rate | Book Your Stay | Cut-Off Date |
|---|---|---|---|
| **Headquarter Hotel**<br>**The Westin Charlotte**<br>601 S. College St<br>Charlotte, NC 28202<br><br>- adjacent to the convention center | $179/night<br>for single or double occupancy<br><br>Includes Wi-Fi | 1) Book Online<br><br>2) **Book Over The Phone** -<br>Call (866) 837-4148 and tell them you are booking with ASTRA. | May 1, 2015 |
| **Hyatt Place Charlotte Downtown**<br>222 S. Caldwell St<br>Charlotte, NC 28202<br><br>- 3 blocks from the convention center | **Rate**<br>$169/night<br>for single or double occupancy<br><br>Includes complimentary breakfast and Wi-Fi | 1) Book Online<br><br>2) **Book Over The Phone**<br>Call (800) 993-4751 and tell them you are booking with "ASTRA". | May 1, 2015 |
| **Hilton Garden Inn Charlotte Uptown**<br>508 E Martin Luther King Jr. Blvd<br>Charlotte, NC 28202<br><br>- 2 blocks from the convention center | **Rate**<br>$144/night<br>for single or double occupancy<br><br>Includes Wi-Fi | 1) Book Online<br><br>2) **Book Over The Phone**<br>Call (800) 782-9444 and give them the group code "AST". | May 1, 2015 |
| **Hampton Inn Charlotte Uptown**<br>530 E Martin Luther King Jr. Blvd<br>Charlotte, NC 28202<br><br>- 3 blocks from the convention center | **Rate**<br>$134/night<br>for single or double occupancy<br><br>Includes complimentary breakfast and Wi-Fi | 1) Book Online<br><br>2) **Book Over The Phone**<br>Call (800) 426-7866 and give them the group code "AST". | May 1, 2015 |
| **Holiday Inn Center City**<br>230 N College St<br>Charlotte, NC 28202<br><br>- 4 blocks from the convention center | **Rate**<br>$159/night<br>for single or double occupancy<br><br>Includes Wi-Fi | 1) Book Online<br><br>2) **Book Over The Phone**<br>Call (800) 465-4329 and tell them you are booking with "ASTRA". | May 1, 2015 |

ASTRA MARKETPLACE & ACADEMY - HOTEL ALERT

**ASTRA is not affiliated with ANY housing company**. Anyone who contacts you who isn't an ASTRA staff member is doing so without ASTRA's permission.

The ONLY place you can get the discounted ASTRA rate is online at the ASTRA hotel links or by phone.

When you book through the ASTRA block you save money because of our group buying. In the case of an overbooking or problem with your reservation, booking through the ASTRA block also guarantees easy access to assistance. Booking within the block is another way to support the organization. Through our group purchase we are able to keep convention costs low in turn keeping exhibit fees and registrations rates at the same levels for the last three years.

We appreciate your support.

Please contact ASTRA staff at (312) 222-0984 or exhibit@astratoy.org if you have any questions, comments or concerns. Thank you!

### What's the best airport to fly into?

Charlotte is served by the Charlotte Douglas International Airport (CLT), located approximately 7 miles from downtown, which handles more than 39 million passengers annually.

**Features:**

- More than 700 daily arrivals and departures serving more than 140 destinations
- 10 airlines to include, but not limited to Air Canada, American Airlines, Delta Air Lines, JetBlue, Southwest, US Airways, and United
- 1.7 million square feet of FREE Wi-Fi
- Nearly 100,000 square feet of retail and food and beverage space

**Ground Transportation from CLT**

Easy ways to get to downtown Charlotte:

- Car Rentals
- Taxis - $25 average fare to downtown
- Limousines
- Buses & Shuttles
- Public Transportation - For just $2.00 each way, the Sprinter Bus is your most affordable option. The bus provides a direct connection between the airport and Center City Charlotte. Running every 20 minutes during weekdays and every 30 minutes during nights and weekends, the bus stops near several Center City hotel and makes easy connections to other routes and services.

### Does the convention center have parking?

**Charlotte Convention Center**

501 S. College St., Charlotte, NC 28202

The convention center does not have a dedicated parking lot for attendees and exhibitors, but there are ample parking lots and garages within a short walk from the Charlotte Convention Center. The NASCAR Hall of Fame parking deck is open and conveniently located at 500 Brevard Street, adjacent to the convention center. The Westin Charlotte also offers more than 1,600 spaces. Metered parking is also available along many of the main streets in Center City. Some parking garages offer parking after 5:00pm at reduced rates. For more parking information, click here.

### Does the hotel have parking?

**The Westin Charlotte Hotel**

601 S. College St., Charlotte, NC 28202

Hotel parking is by the day or hour.

- Self-Parking (in and out privileges included for daily rate)
  - First Hour or less - $3
  - Each additional 20 minutes - $2
  - $18 daily rate
- Valet Parking (in and out privileges included for daily rate)
  - 0-5 Hours - $18
  - 5-24 Hours - $25
  - $25 daily rate

### How far is the hotel from the convention center?

The headquarter hotel, The Westin Charlotte, is across the street from the Charlotte Convention Center.